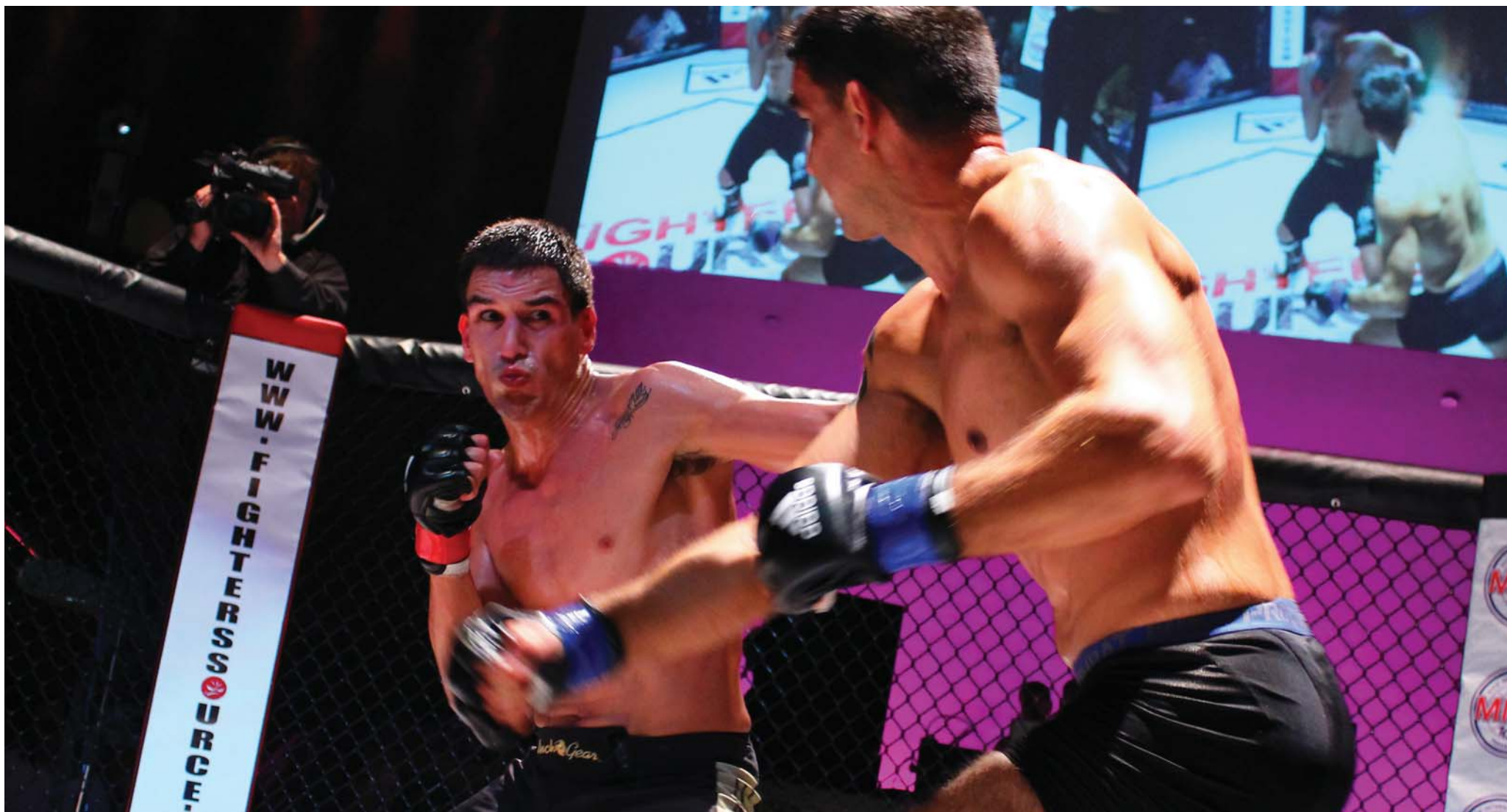




SPONSORSHIP OVERVIEW





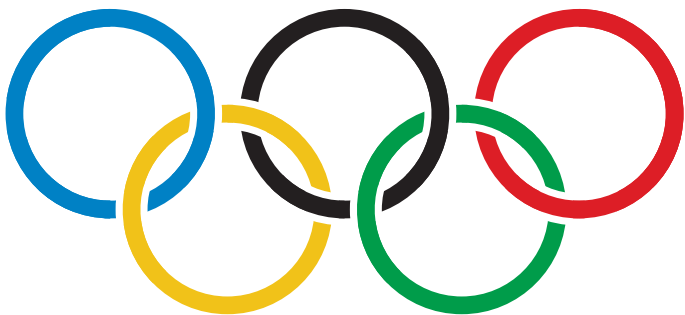
FIGHTERS[®]
SOURCE



The Fighters Source® Mission

Fighters Source® is designed to be the "National Collegiate Athletic Association" (NCAA) of Mixed Martial Arts (MMA). By cultivating the best amateur MMA Fighters worldwide, Fighters Source® is focused on developing MMA as an international sport from the recreational to the elite level. As amateur MMA evolves toward being an Olympic sport in 2016, Fighters Source® will be at the center of this initiative as both a showcase of future professional talent as well as a unifying force for the sport. MMA is no different

than any of the combat sports in the Olympics. But to keep it growing, there is a need to support and highlight this grass roots movement of athletics in order to create possibilities for world-class elite athletes. Fighters Source® will give pro organizations a first look at their future talents. Becoming an Olympic sport is the ultimate achievement and highest formal recognition possible. Fighters Source® will lead this global campaign for amateur MMA.



**Becoming an Olympic sport is the
ultimate achievement and highest formal
recognition possible...**

*Olympic Symbols are Registered Trademark
of the International Olympic Committee



MISSION

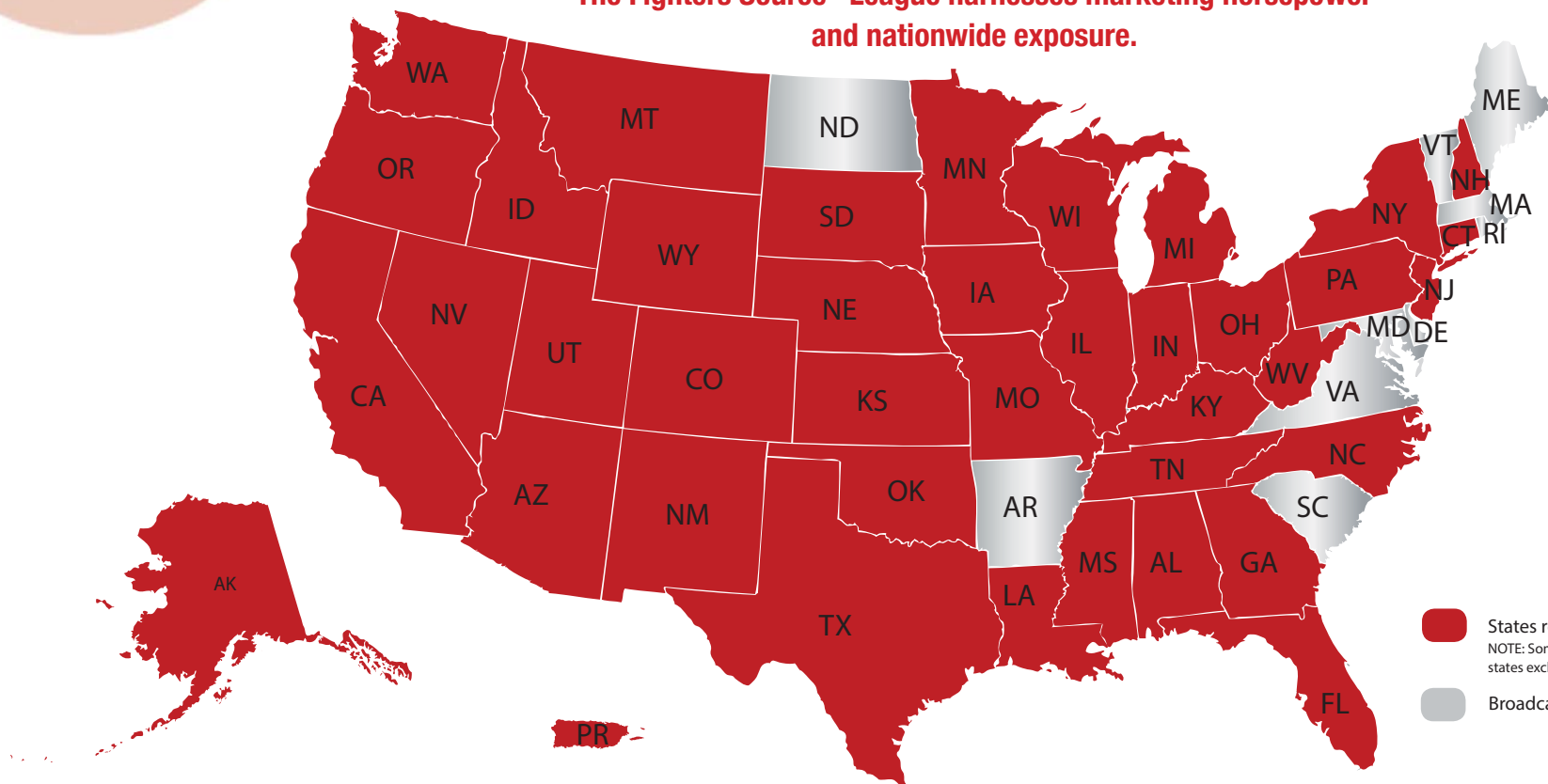
**FIGHTERS
SOURCE®**





BROADCAST

Broadcasting to 100+ million homes!

The Fighters Source® League harnesses marketing horsepower and nationwide exposure.



-  States receive television broadcast
NOTE: Some cities/areas in highlighted states excluded.
-  Broadcast unavailable to these areas.



BROADCAST



STRATEGY

FIGHTERS[®]
SOURCE



STRATEGY

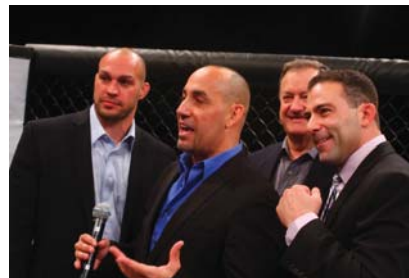
A Winning Strategy

Fighters Source® International League will provide a worldwide tournament on local, regional, national and international levels commencing with the WORLD CHALLENGE annual event. Fighters Source® is able to do this by licensing promotion organizations in multiple countries working toward a common goal: to find their best amateur MMA fighters. Fighters Source® will work together with gyms and promoters in multiple states and regions to ensure their star fighter will showcase their skills against the best in the world.

By organizing and promoting a series of tournaments highlighting the best fighters from a specific market/city, Fighters Source® has added a new di-

mension to MMA: local allegiance. Until now, the sport has relied on the popularity of individual fighters to build a fan base.

The Fighters Source® tournament structure puts the best fighters from one city against those of another city. Much like football, baseball and other team sports, this will build a stronger and broader appeal thus increasing the following, since the allegiance is not centered around individual fighters, but around teams instead. It is simply the logical evolution of the sport; one every other major sport has gone through during its lifespan.



Fighters Source® has added a new dimension to MMA: local allegiance.

A Winning Team

At the center of Fighters Source® is a seasoned management team with the passion it takes to win. By combining their martial arts backgrounds with business savvy and insight, the Fighters Source® team is poised to elevate amateur MMA like never before.

STRATEGY

**FIGHTERS
SOURCE®**



STRATEGY

Industry Experts

The Fighters Source® League has licensed the best amateur promotions in 8 major markets across the nation. Each of these promotions has created a roster of the top athletes in each of 8 weight classes. The promotions will use their roster to create a league team to compete in the Fighters Source® circuit. By taking the regional, established fan based of multiple promotions and bringing them together for one National movement, you will see passion in MMA like never before.

The league teams are owned by true MMA Professionals, these are the veterans of the MMA world. They carry the experience, professionalism, and dedication to the sport that is sure to be a collective force of great influence. Pair that with a structured season, and team uniforms, and MMA has a true league to be put in the ranks of , football, basketball, hockey and baseball.

“ league teams are owned by
true MMA Professionals ”



FIGHTERS
SOURCE

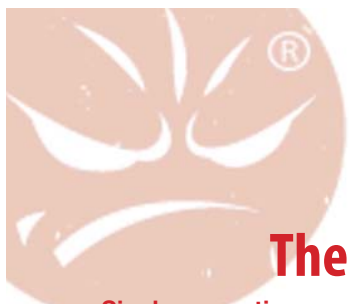
STRATEGY



2013 Fighters Source® Event
Kings of New York

FIGHTERS[®]
SOURCE

THE DIFFERENCE



THE DIFFERENCE

The difference between a league and a single promotion is everything

- **Single promotions**

Have only their network and database to recruit talent.

- **A league**

Uses the joint databases of multiple promotions to discover national talent.

- **Single promotion**

Market individual fighters. Fighters get injured, grow old, or retire for personal reasons. Their marketing momentum stops right there. Then must be reignited for their next star.

- **A league**

Markets teams. Teams which are consistent, and can be followed by generations. It is true that the athletes of each team may change, but the team itself remains. The marketing continues to multiply season after season.

- **Single promotion**

The matches are handpicked by a matchmaker. Fans never know when their favorite athlete will compete next. They are also in the dark as to who he will fight next. This is difficult for converting casual fans to avid fans.

- **A league**

Runs a season and schedule. Fans know when their fighters/teams compete next. They also know who they will be fighting, and where the event takes place. This makes tracking and predicting, simple for the fans.

- **Single promotion**

Champions of a single promotion hold their title until matchmaker gives them an opponent that can beat them.

- **A league**

By implementing a season, athletes must start from scratch each year. For an athlete to become a three time champ, he must work his way to the title three separate seasons. This creates true champions, and legends.

- **Single promotions**

Are never ending, at first this may sound like a good thing, but be assured it is not. Fans enjoy the excitement of a fresh start, the anticipation of a finale, and the time off for their other interests. To put it simple, single promotions flood the market.

- **A league**

The league has a start, climax and finish. This allows teams and fans alike the excitement of different stages and the anticipation for new results next season.



Teams groom fans for generational following.

Followings that are not humanly possible for individual athletes.



THE DIFFERENCE

FIGHTERS[®]
SOURCE



AUDIENCE

So who cares? Plenty of people.

Key to the success of Fighters Source® and amateur MMA is its audience. Committed and affluent, amateur MMA fans understand the sport and have high involvement. This translates into an audience that is poised for growth. And to marketers, that's fertile ground.

Fan Involvement Facts

- Just under half (48%) of Americans ages 12 and older are fans of fighting sports - 8th largest amount among the 32 sports now tracked.
- 16% of Americans have an avid interest in one or more of the three forms of fighting - 7th in avid fan base size when compared to the other sports.
- 75% of fighting fans follow two or three types of fighting.
- 58% of fighting fans have avid interest in two or three fighting forms.



“MMA spectators are some of the most affluent of all sports enthusiasts...”



AUDIENCE

The Income Factor

Forty Seven percent of all MMA viewing households show an income in excess of \$75,000 per year, making MMA spectators some of the most affluent of all sports enthusiasts.

Household Income

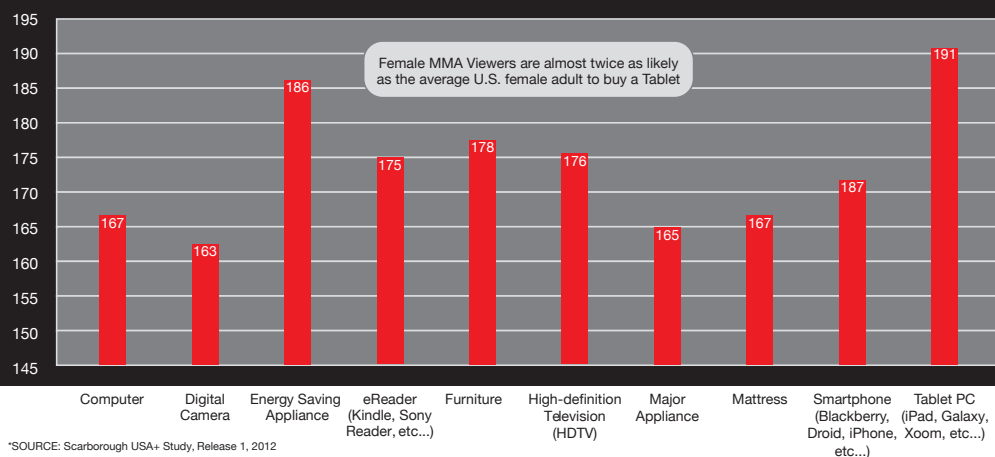
- **\$100,000+ 20%**
- **\$75,000+ 27%**
- **\$60,000+ 22%**
- **\$50,000+ 12%**
- **\$30,000+ 20%**

The Female Factor

Another key factor, possibly THE key factor, in a freshening fighting audience is the growth in avid interest by women. From 2002 to 2012, interest in boxing is up for women of all ages. And avid interest in MMA is stronger for women 12-54 than for men 55 and older. Clearly the presence of women boxers and MMA fighters is leading this interest.



Top 10 Items Female MMA Viewers Plan to Buy (Next 12 months)(Index)



*SOURCE: Scarborough USA+ Study, Release 1, 2012

AUDIENCE

FIGHTERS SOURCE®



AUDIENCE

General Demographics

MMA popularity has poured onto the general masses with exceptional strength in the male/female audience 13-50 age group, the most sought after demographic to advertise to. Current events attract a comparable amount of male and female spectators.

- **An estimated 18.1 Million American took part in some form of Martial Arts last year, including:**

9.4 Million Adults

5.5 Million Teens

3.2 Million Kids

- **Of the 9.4 million adults 63% were between the ages of 18-34 years old (Hybrid Fighting's target market). Of the 63%, MMA and Kickboxing type events proved to be significantly more popular.**

The Hispanic Factor

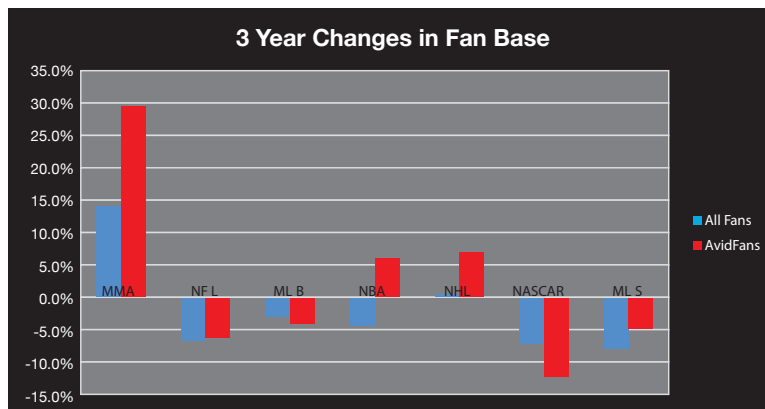
A big key to MMA's growth is the emergence of the Hispanic audience, where boxing is the second biggest sport next to soccer. Those numbers have increased over the past decade from 37.4 million to 50.7 million, and will continue to increase over the next decade.





The fighting sport of the future

- MMA has the 13th-largest general fan base and eighth-largest avid fan base (at a time when it is hard for any new sport to emerge).
- Of 5,146 surveyed, 65.6% in the 12-17 age bracket and 67.4% in 18-34 considered themselves MMA fans.
- The 12-34 male demographic is the bulk of the fan base.
- MMA holds the edge as far as self-described "avid" fans until the 35+ market for both male and female.
- Pro wrestling's fanbase has dropped considerably in the past 10 years except for 55+ males and females.



FUTURE



FUTURE

FIGHTERS[®]
SOURCE



TELEVISION

FIGHTERS[®]
SOURCE



TELEVISION

14 Episode Televised series

Each of the seven 2014 season events will be broken into two one hour television episodes. The episodes will be hosted by MMA insider, Seth Petruzelli and announced by the prestigious Chris Geraghty. The episodes will be fast action and straight to the point. Fans will follow their favorite teams effort to be crowned National Champions and represent the USA in the world challenge. With so much to gain, be ready to see passionate action that can only be compared to college sports. For the first time in MMA history, fans from all corners of the map can follow the hottest promotions and up and coming athletes America is producing.

“No longer must fans be limited to local amateurs, and hand picked pros.”



FIGHTERS[®]
SOURCE

TELEVISION

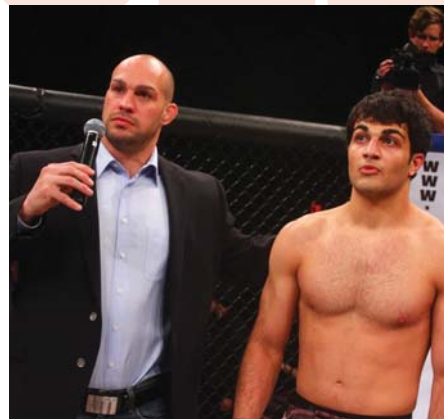


PETRUZELLI

Seth Petruzelli

Show Host and MMA Insider

A star of Season 2 of the Ultimate Fighter, a UFC and Bellator veteran, former KOTC champion and prestigious kickboxing organization K-1 competitor, it came as no surprise when Seth knocked out (KO) Kimbo Slice on last minute notice in only :14 secs. Seth holds an extensive professional MMA record to go along with his former National Championship in Karate. A Brazilian Jiu Jitsu Black Belt, 3rd degree Black Belt in Karate, and an accomplished wrestler, Seth is very well versed in all areas of the fight game. When Seth isn't teaching MMA and kickboxing to Central Florida students, he represents the Jungle MMA and Fitness international and pay per view fights. Seth also is a commentator for Fighters Source®, the largest amateur MMA organization in the world. Seth brings his exciting and eccentric attitude to the broadcast for all fans to enjoy!



**FIGHTERS
SOURCE®**

SETH PETRUZELLI



Chris Geraghty

The Announcer

Chris Geraghty brings a familiar face and name to any martial arts event. His martial arts experience began at the young age of 9 years old, and it has paved the way for himself and his two brothers. It truly is a family affair.

Chris began announcing in 2003 when he announced for his brother, Brian Geraghty's Mixed Martial Arts fight. Brian went on to star in The Ultimate Fighter reality show, which fueled his career as he went on to fight for the UFC. Chris had found his passion and forged ahead to announce on numerous PPV, Live Steam, and Television shows.

Chris has not limited himself to announcing and

commentating. He has also worked as an inspector for the Wisconsin state athletic commission, and cage side judging on national PPV events. It is an understatement to say that Chris is an expert in the martial arts industry.

You find Chris Geraghty's face and unmistakable voice just about anywhere you look. Here are just a few of the events that have chosen Chris to deliver their message: Combat USA, King of the Cage, MMA Sport Federation, Extreme Challenge, Cage Fury, Art of War, and USA Boxing.



CHRIS GERAGHTY

FIGHTERS[®]
SOURCE



THE PRESS

What the press is saying

The sports and mainstream press agree: Fighters Source® is a force for positive change in MMA.

I LOVE BORÅS

BLOGGAVDELNINGEN

FIGHTERS SOURCE WORLD CHAMPIONSHIPS

21/09/2012

USA vs SWEDEN UK vs DENMARK

FIGHTERS SOURCE

SEPTEMBER 18-20 2012

TEAM USA vs TEAM SWEDEN

TEAM DENMARK vs TEAM UK

BORÅSHALL

FOR MORE INFO GO TO:

www.fighterssource.com

TICKETS OUT NOW AT **ticket**

VISIT OUR FACEBOOK SITE:

www.facebook.com/FightersSourceSweden

Sveriges största internationella Amatör MMA tävling!

International Exposure

SENASTE INLÄGG

KOMMENTARER

ETIKETTER

KOMPIRAR

ARKIV

FILMKLIPP

En film om Borås. Helt enkelt.

04/09/2011

Borås

0:00 / 2:57

OMRÖSTNING

Vilket är Borås skönaste smuttronställe?

☐ Café Viskans uteservering

☐ Stadsparken

☐ Sandwalla Plats

☐ Borås Arena

☐ Trapporna utanför Högskolans nya byggnad

☐ Annelundsparken

☐ Rådhusterrassen

☐ Almenäs badplats

☐ Lilla torgets uteservering

☐ Hela gågatan

Rösta

Visa resultat

VÄDRET I BORÅS

Väder: Borås

7°

7° / 3°

Imorgon

6°

Tidnag

3°

Minns du Close to Home-festivalen 2010? Se här såg det ut.

20/03/2011

Close to Home Festival



NBC, Fox, Telemundo and others have all recognized the growing popularity and legitimacy of amateur MMA and Fighters Source® in particular.

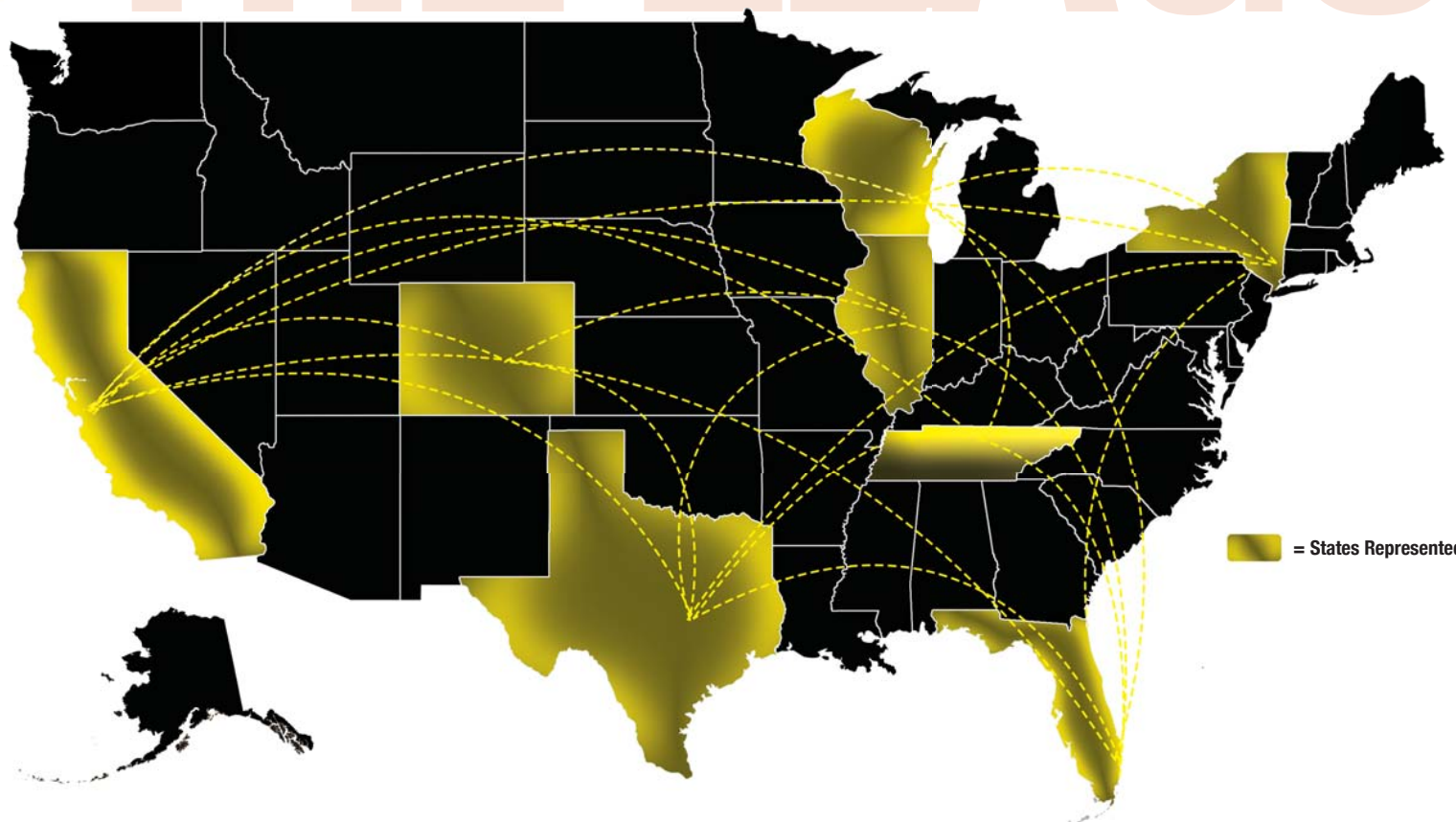


FIGHTERS SOURCE®

THE PRESS



THE LEAGUE





THE LEAGUE

The Fighters Source® league reached all corners of America with 8 major markets competing the 2014 season. Fighters Source is poised to grow to an astounding 16 US teams in 2015.



“

Fighters Source is a league where top promotions can showcase their talent in front of 100+ million American homes.

”

THE LEAGUE

FIGHTERS
SOURCE®

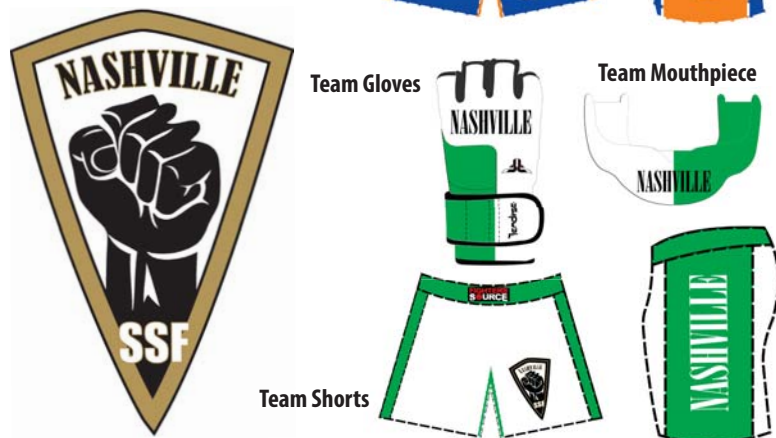


A league of our own

Fighters Source® takes its brand all the way...right down to creating team uniforms and home ring designs for each venue.

UNIFORMS

* Four examples of the eight league teams' uniforms and canvas

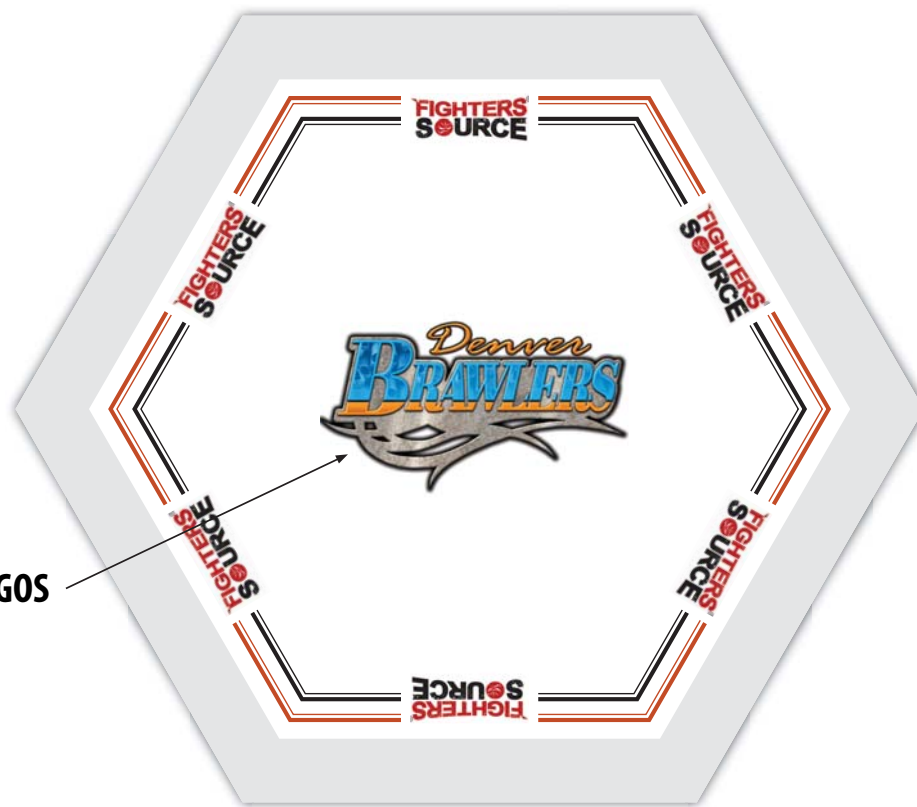
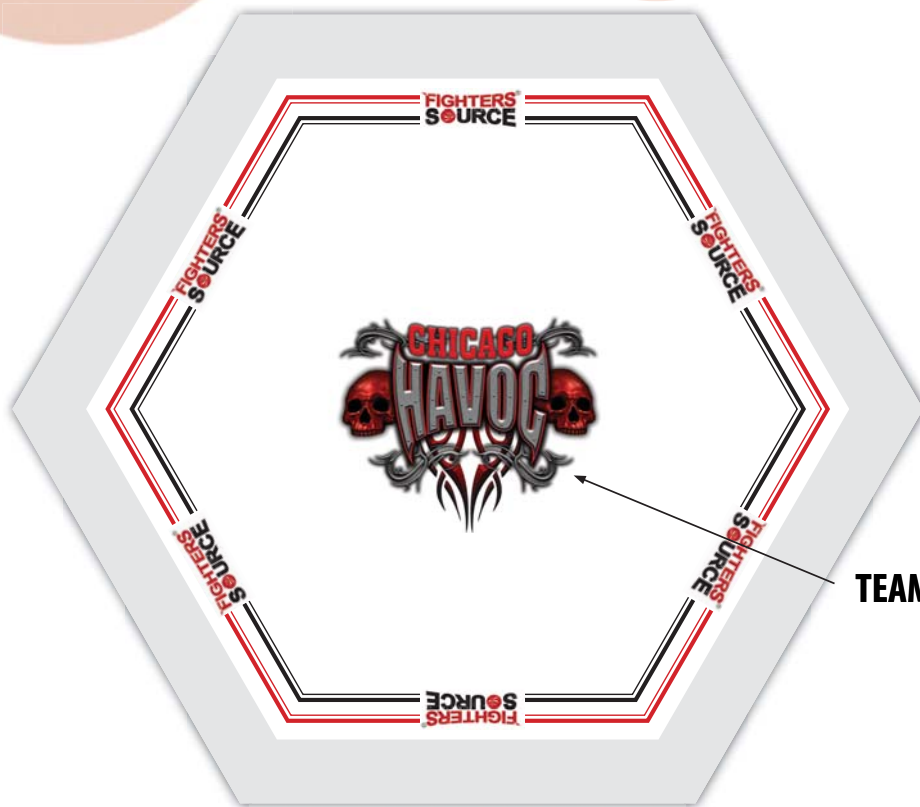


FIGHTERS
SOURCE

UNIFORMS



HOME FIELD



TEAM LOGOS

HOME FIELD

FIGHTERS
SOURCE

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“Innovation distinguishes between a leader and a follower.”

- Steve Jobs
Founder of Apple

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SOURCE**

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